



**City Art Board Meeting
August 13, 2019**

The following are minutes for the meeting of the **City Art Board** held at 10:00 a.m. on August 13, 2019 at City Hall, 700 N. Main St., Las Cruces, NM on the second floor in Las Cruces Conference Room 2007A.

MEMBERS PRESENT:

Meg Freyermuth, Chair
Rebecca Courtney, Vice Chair
Susan Frary, Secretary
Susan McNeill
Robin Hutchins
Edward Schmitt
Christina Ballew

OTHERS PRESENT:

Lorenzo Zepeda, Art Program Coordinator
Garland Courts, Museums Operations Manager
Greg Smith, City Council
Leticia Soto, Museums
David Chavez, Arts and Cultural District Coordinating Council
Irene Oliver-Lewis, Arts and Cultural District Coordinating Council
Patrick DeSimio, Cruces Creatives
Lea Wise-Surguy, Cruces Creatives
Sonya Delgado, Parks and Recreation Director

I. CALL TO ORDER

Chair Freyermuth called the meeting to order.

II. INTRODUCTIONS

Attendees introduced themselves.

III. APPROVAL OF THE AGENDA

Lorenzo Zepeda moved to amend the agenda to place Community Groups and Art Projects / Memorials after Cruces Creatives presentation, and before Arts and Cultural District presentation.

1 Susan Frary moved to approve the agenda as amended and Robin Hutchins seconded.
2 The motion passed unanimously.

3
4 **IV. APPROVAL JULY 9, 2019 MEETING MINUTES**

5
6 Rebecca Courtney proposed a correction to the minutes on page 3, line 13 to remove
7 the word "not" to correct a double negative.

8
9 Susan Frary moved to approve the minutes as amended and Christina Ballew
10 seconded. The motion passed unanimously.

11
12 **V. STAFF UPDATE AND ACTION**

13 Lorenzo Zepeda / Art Program Coordinator

- 14 • Cruces Creatives Mural Design and Presentation
- 15 - Lea Wise-Surguy & Patrick DeSimio
- 16 • Community Groups and Art Projects / Memorials
- 17 • Arts & Cultural District
- 18 - Electrical Box Designs
- 19 David Chavez (ACDCC Chair) & Irene Oliver-Lewis (ACDCC
- 20 Steering)
- 21 • Library Art Collection – Garland Courts / Museum Manager
- 22 • Budget Update
- 23 • Via Partnership
- 24 - August 5, Work Session
- 25 - Public Art Master Plan Draft
- 26 - August 6, National Night out

27
28 Lorenzo Zepeda introduced Cruces Creatives, who were recently awarded a grant, and
29 are asking the City Art Board to approve the aesthetics and siting of a mural
30 project on City property.

31
32 Lea Wise-Surguy and Patrick DeSimio presented a “paint-by-numbers” style mural
33 celebrating local agriculture, which community members can participate in
34 creating. They wish to paint the amphitheater wall at Thomas Branigan
35 Memorial Library. Cruces Creatives will cover material costs, artist's pay, and
36 organizing volunteers to help paint the mural. They are requesting that the
37 City Art Board give them approval of the aesthetics and site of the mural, and
38 that the City repairs the wall before painting begins. Cruces Creatives went
39 through their own process to choose a design for the mural. There were two
40 semi-finalists. They had a community vote to choose the finalist, Eugenia ‘AO’
41 Carmona.

42
43 Lorenzo Zepeda had already spoken to the Library Manager, Margaret Neill, who
44 approves of the project, and the City Facilities department about repairing the
45 wall. The stucco is crumbling in several spots. One repair option is to patch
46 the stucco, with the understanding that the mural would only last until the

1 library is repaired and upgraded in the next five to ten years. The other option
2 is to completely strip and redo the stucco, but this would inhibit Cruces
3 Creatives' ability to complete the project before their grant runs out. Mr.
4 Zepeda also suggested using Polytab cloth to paint the mural indoors, and
5 attach it to the wall later. Facilities were interested in that idea but Cruces
6 Creatives does not have the budget for this material.

7
8 The Board and guests discussed the provenance and condition of the current mural on
9 the amphitheater wall. Irene Oliver-Lewis recommended archiving the current
10 mural. Chair Freyermuth asked that the City be sure the current mural,
11 painted by Leslie Zerr and Las Cruces High School students in 1998, is
12 properly documented. Rebecca Courtney explained the City should be the
13 body to speak to regarding the stucco repair.

14
15 Patrick DeSimio will use the process of creating this mural to inform an instructional
16 booklet he will be making on how community organizations could create
17 murals on City property. Board Members recommended adding the process
18 of approaching the City Art Board and getting their approval to the booklet.

19
20 Lorenzo Zepeda says that Facilities has the budget to patch the stucco, as it is a
21 relatively small job and they have already promised to prioritize that repair.

22
23 Susan McNeill moved that the Art Board recommend approval of the aesthetics and site
24 of Cruces Creatives' gift proposal with the recommendation that the City patch
25 the wall's stucco prior to painting. Christina Ballew seconded. The motion
26 passed unanimously.

27
28 Lorenzo Zepeda will coordinate with City staff to present the proposal to City Council for
29 approval, and talk to Facilities about patching the wall soon.

30
31 Lorenzo Zepeda, reported on J. Joe and Arlene Martinez's presentation to City Council
32 regarding a memorial for first responders. The proposed memorial would be
33 approximately 20 feet in diameter and two stories tall, and they are proposing
34 it be in Albert Johnson Park. Staff feels that park is saturated already.

35
36 Susan Frary elaborated on the proposed memorial: It is to be octagonal and have three
37 tiers with the base being octagonal, over 20 feet in diameter, about six feet
38 tall, and featuring plaques honoring the various First Responders in the
39 community. The whole memorial will be about 24 feet tall, representing a
40 burning two-story building with various bronze sculptures of first responders
41 performing their duties. There will be a brick pathway around it with bricks to
42 be purchased by the community, a wrought-iron wall around that, and another
43 sidewalk around the wrought iron. She believes the estimate was 50 feet in
44 diameter of required space. Mr. Martinez proposes to place it directly across
45 from the Police and Fire Stations on Spruce Ave. and right by the library. Mr.
46 Martinez will be acquiring funding in the amount of \$250,000 to create the

1 memorial, and proposes to have it installed by September 11, 2021 for the
2 20-year anniversary of 9/11. Mr. Martinez has been invited to present his
3 memorial at next month's meeting. The Art Board will leave the siting choices
4 up to Parks and Recreation. Sonya Delgado, Parks and Recreation Director,
5 is hoping to preserve the green space of Albert Johnson Park and has not yet
6 spoken to Mr. Martinez about it. She hopes to speak to him at next month's
7 meeting and provide other options for siting the memorial. Irene Oliver-Lewis
8 offered to speak to Mr. and Mrs. Martinez personally before next month to
9 help prepare them for the meeting. The Art Board discussed hidden costs for
10 the City such as building the foundation, parking, landscaping, lighting,
11 conservation, and maintenance. There was also discussion of how the Art
12 Board should be consistent in reviewing gifts/donations of art and memorials,
13 and how the coming Public Art Master Plan will help guide this process.
14

15 David Chavez and Irene Oliver-Lewis presented the draft proposal for a project called
16 "Artscape" to display mini-murals on the City's mechanical boxes throughout
17 the Arts and Cultural District, to be done in partnership with the City Art
18 Board, Downtown Las Cruces Partnership, and the Doña Ana Arts Council.
19 They plan to use wraps produced by Big Media Signs in El Paso, TX, that are
20 estimated to cost \$640 each and will last roughly five years. The Court Youth
21 Center has a donation fund which the Arts and Cultural District plans to use to
22 provide \$6,000 to the project. The Downtown Las Cruces Partnership wrote a
23 grant to Project Main Street, and received \$4,000 with a \$2,000 match,
24 adding \$6,000 more to the project, but the project has to be completed by the
25 end of the year. Ms. Oliver-Lewis has chosen several artists that participated
26 in the original dumpster project in the Downtown area to do the initial artwork,
27 to provide historical continuity. Mr. Chavez and Ms. Oliver-Lewis plan to seek
28 more funding and to spread the Artscape project City-wide. The Board
29 discussed costs and procedure for the project as it relates to the draft art
30 plan, copyright agreements with the artists regarding promotional materials,
31 and artist contracts.
32

33 Rebecca Courtney moved that the City Art Board accept the Arts and Cultural District's
34 project "Artscape" for mini-murals on mechanical boxes downtown, with the
35 Arts and Cultural District providing designs that follow Arts and Cultural
36 District and City Art Board mission and vision statements, and with the Arts
37 and Cultural District assuming all costs and providing 10% of costs per mini-
38 mural for conservation needs to the Las Cruces Public Art Conservation
39 Fund. Susan Fray seconded the motion. The motion passed unanimously.
40

41 Lorenzo Zepeda proposed moving the discussion of the Public Art Master Plan to next
42 month's meeting. He also discussed the Las Cruces Public Art budget.
43 There will be no new \$150,000 added to the budget this fiscal year FY20.
44 The existing \$150,000 in the budget is considered a carryover and will have
45 to last through June 30, 2020. Chair Freyermuth reminded the Board that
46 although the City Art Board had voted to set aside money for various projects,

1 the money has not yet been encumbered. Councilor Smith suggested
2 bringing requests for budget adjustments to Council if there is a good reason,
3 and asserting why the City Art Board exists. Funding sources such as an
4 operational budget for conservation, CIP funds, and a clear funding ordinance
5 were discussed. Meridith McKinley is currently working on that section of the
6 Public Art Master Plan draft, and Mr. Zepeda encouraged the Board to e-mail
7 suggestions to him or Ms. McKinley regarding the plan draft.
8

9 Garland Courts spoke to Steven Haydu, Collections Manager at the Library, about their
10 art collection. There are 115 pieces, some are still loaned out, and the library
11 considers it their collection. They have no conservation money and will not
12 conserve them. Sally Cutter appraised some pieces in 2012. Mr. Courts does
13 not feel that the library's collection is a good candidate for adding to the Art
14 Board's responsibilities. Mr. Courts feels the Museums should take care of
15 the library's collection.
16

17 Susan Frary moved that the City Art Board's upcoming Public Art Master Plan list that
18 Veterans Park Art Collection, Museums Art Collection, and the Library Art
19 Collection be excluded from the City Art Board responsibilities, and be
20 maintained by those separate entities. Robin Hutchins seconded the motion.
21 The motion passed unanimously.
22

23 Lorenzo Zepeda reported on the recent Via Partnership visit and National Night Out
24 public engagement. It went very well, and he is forwarding all the data
25 collected at National Night Out to Ms. McKinley for inclusion into the Public
26 Art Master Plan draft. The results suggest that the community is interested in
27 colorful art for parks, gateways to the City, community gathering places, and
28 schools. Chair Freyermuth stated that results also show the public wants
29 more art making for children to participate in.
30

31 Chair Freyermuth reminded Board Members that the preliminary draft is to be reviewed,
32 and comments should be sent to Ms. McKinley or Mr. Zepeda by August 19th.
33

34 **VI. DISCUSSION AND ACTION**

- 35 • By-Laws: Term Adjustments
 - 36 • City Hall Art Committee
 - 37 • Art for Calle Abuelo Park
- 38

39 Chair Freyermuth stated that the Board mistakenly voted to make Susan McNeill's term
40 only two years long. This will have her term expire in the same year as three
41 other Board Members, which will disrupt the staggering of terms.
42

43 Susan Frary moved to undo the vote shortening Susan McNeill's term length. Robin
44 Hutchins seconded. The motion passed unanimously.
45

1 Chair Freyermuth explained that she has been on the City Hall Art Committee since
2 before becoming Chair of the City Art Board. She wishes to stay on the
3 Committee in spite of the Board's rule against the Chair sitting on a committee
4 as a voting member, in order to see the project through. Rebecca Courtney,
5 Vice Chair, will remain an ex-officio member of the Committee. A presentation
6 of the three semi-finalists from the City Hall Art call is scheduled for
7 September 19th from 1:00 p.m. until 5:00 p.m. in Conference Room 2007A.
8

9 Susan Frary moved that Chair Freyermuth remain on the City Hall Art Committee as a
10 voting member, and Rebecca Courtney remain the ex-officio member of that
11 committee, as long as that committee is in existence. Edward Schmitt
12 seconded. The motion passed unanimously.
13

14 Chair Freyermuth reminded everyone that the City Art Board set aside \$5,000 for art in
15 Calle Abuelo Park. There is not yet a selection committee for art in that park.
16 Chair Freyermuth suggested Christina Ballew and Robin Hutchins for that
17 committee, and both agreed to be on the committee.
18

19 **VII. BOARD COMMENTS**

20
21 Christina Ballew felt the meeting was very productive.
22

23 Susan Frary is making a database of cities with public art programs that have similar
24 demographics to Las Cruces, and will bring it to the Board to help with research for the
25 Public Art Master Plan.
26

27 Councilor Smith discussed the library art collection, and suggested that if there are
28 valuable pieces in the collection, rather than lending them out he would like to see them
29 used in the library itself. He would also like to see a resolution from the City Art Board
30 regarding Sally Cutter's contributions to the visual arts in Las Cruces.
31

32 Chair Freyermuth thanked everyone for their patience during the meeting, and expects
33 many more busy meetings in the future. She mentioned there would be a pop-up
34 contemporary art show in the old Bank of the West building, starting on August 21.
35

36 **VIII. NEXT MEETING, September 10, 2019**

37 **IX. ADJOURNMENT**

38
39 Robin Hutchins moved to adjourn and Christina Ballew seconded. The motion passed
40 unanimously.
41
42
43
44
45
46

1 Chairperson

DRAFT